



## PolArt Adelaide 2025's Visual Identity

In 2025, PolArt is making history in celebrating a golden anniversary.

For 50 years, the festival has told stories of our shared Polish heritage here in Australia. Through dance and song, art and theatre, a rich history comes alive, inspiring new generations. The tale of PolArt is an epic—there is no shortage of passion and boldness as we celebrate our culture with fearless energy and pride.

We are proud to present a visual identity that heroes the excitement and significance of our 50 year milestone. In this historic moment, we look back in time and acknowledge an illustrative style found throughout Polish folk, fable and craft. Our visual system consists of elements that embody and distinguish this distinct graphic styling of Polish design, which is bold and world-renowned.

Our visual identity has a familiar 'retro' feel to it, which extends to our font choices, graphics and colour palette. The colours, in particular, are a nod to the 70s, the decade in which PolArt was born.

Our wycinanka-inspired illustration is a striking symbol of Polish artistry in all its forms, from which flourishes a Sturt Desert Pea flower (the floral emblem of South Australia), honouring the location of the festival in Adelaide.

As for our logo, we hero '50 years of PolArt' – the large '50' being another striking element that brings the anniversary year to the fore. The logo is intended to be used for things such as corporate documents and official business. Aside from this, the purpose of the wider design language is to be flexible – we combine the suite of visual elements in different fun and creative ways in order to fit different audiences and applications.

Keep an eye out for examples of our visual identity in action over the next year as it grows and evolves to capture the multifaceted nature of Polish arts. From posters to merchandise, digital platforms to events, you'll see these dynamic graphics come to life, capturing the spirit of our festival's history, stories, and future!